

FILM HUB WALES

Filmmaker Support Sheet

What is Film Hub Wales (FHW)?

More people, more places, more films.

We work with over [210](#) Welsh cinemas, arts centres, community venues, societies, festivals and wider film practitioners to develop inventive and inclusive ways for all people in Wales to access British independent and international cinema.

FHW is one of eight UK-wide 'hubs' funded by the British Film Institute (BFI) to form the [Film Audience Network](#) (FAN), with [Chapter](#) as the Film Hub Lead Organisation (FHLO) in Wales. You will find other hubs in London, the Midlands, Northern Ireland, the South West, Scotland, the North and the South East, who we also work with on UK-wide film initiatives.

We aim to develop and support the exhibition sector through diverse research, skills support and audience development projects, which range from a community cinema infrastructure in the [Valleys](#), to shared marketing initiatives across venues in North Wales (see [Off Y Grid](#)).

Since 2013, we've supported 130 exciting cinema projects, including [Roald Dahl on Film](#) the [Queer Film Network UK](#) and we lead the [FAN Access Strategy](#), reaching audiences over 226,000.

To read more about our work to date, see our highlights here:

www.filmhubwales.org/about-us/highlights

1. How do we support Welsh film?

"What these films need is cultural engagement and visibility" – Filmmaker

At FHW we celebrate our national identity, language and culture through our Welsh film strategy.

Since 2013, we have supported the exhibition of 65 unique Welsh features, 24 of which would not have otherwise had a theatrical release. We have invested over £35,000 into projects exhibiting Welsh film (such as a year of Welsh film at the [Phoenix Ton Pentre](#)) and have improved audiences for self-distributed Welsh film titles by 23%.

We work with exhibitors on the following Welsh film activities:

- [Welsh Film Preview Days](#) enable exhibitors to see films in advance, support wider programming and discussion (subject to the availability of suitable and sufficient content within a practical timeframe). We have held 8 preview days in 6 different



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locations across Wales. **“Without seeing the film at the Preview Day we probably would not have screened this film.”** – Film Hub Wales Member

- We offer an [online screening room](#) for Hub members where they can view Welsh film screeners between Preview Days,
- We send out regular **newsletters** containing updates on film releases,
- We talk regularly with and share information via **distributors, filmmakers and partners** such as Ffilm Cymru Wales, INTO Film and Wales Screen,
- We run a UK-wide BFI FAN **Young Programmers Network**, with four venues in Wales and many more across the country. This offers opportunities for young audiences to feedback on Welsh films,
- We offer a [Made in Wales](#) section on our website, where a catalogue of Welsh film are listed,
- We offer [financial support to exhibitors](#) to help promote Welsh-made, Welsh language and archive film.

2. How can FHW support my film and what information do I need to supply?

If you are making, or have made a Welsh film and would like us to promote it to over 250 exhibitors in Wales, please fill in this [form](#).

We will ask you for the following information:

- Booking contact or details of distributor (if relevant),
- Booking terms (if standard),
- Synopsis,
- Release details (date, running time, certificate, format),
- Welsh connections (director, writer, producer, on-screen talent, locations)
- Any special plans for release,
- Any current bookings including festivals,
- Several high-quality images and link to a trailer,
- Details of any marketing materials that can be supplied,
- Description of any educational materials available.

For our definition of Welsh film, please see our [FHW Guidelines](#).

If you have any questions about this process, please contact: Lisa@filmhubwales.org

3. FAQs

Can you help fund my film?

Film Hub Wales are unable to offer financial support for film production, development and distribution, including film premieres. Please see other useful partners below.

Will you help distribute my film?

FHW cannot function as a distributor/booker due to the size and remit of our team.

Once we have promoted your film to exhibitors, we will encourage them to book directly



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via your booking contact.

Can you give me the contact details of Welsh cinemas?

We work with a very large network of cinemas and, for data protection reasons, we are unable to release contact lists. We are very happy to forward information on your film and encourage them to contact you.

When should I send you information on my film?

Many FHW members programme three months in advance, so receiving this information in good time is important in supporting the theatrical window. Advance teasers and diary markers are welcomed, even if release dates change.

Most cinemas in Wales have one screen, meaning Welsh films share screen space with theatre, mainstream cinema and external hires. This is another good reason to share information in advance.

What if I don't hear from the cinemas?

There is demand for Welsh film from exhibitors but bear in mind that they often only have one person working on the programme. This person may also be the General Manager, Marketer and Front of House operator, and some have to respond to hundreds of requests for film bookings every month. Please be patient if they don't get back to you immediately.

Can I become a FHW member?

FHW was set up to support the film exhibition sector in Wales. Our membership and financial support is open to cinemas, arts centres, community venues, societies and other organisations that screen films for audiences. If you are a filmmaker, distributor or other film practitioner, you are not eligible for FHW membership but we are always happy to talk about how we can help.

Do you only support new releases?

We encourage members to book Welsh features, shorts and archive from across the decades! Our [Made in Wales](#) catalogue contains the booking details for a wide range of Welsh films, and we regularly support members with Welsh film seasons.

Can you promote the crowdfunding for my film?

Yes, if the film is of interest to our members. Please send us the details and we will share across our social network.

Please see our website FAQs for more information:

www.filmhubwales.org/about-us/faqs



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4. Other useful partners:

Ffilm Cymru Wales (FCW) is the lead body for film in Wales. They support Welsh or Wales-based writers, directors and producers with development and production funding, assistance and mentoring. They aim to bring filmmakers and audiences together to see films in venues. They promote the use of film in education and community regeneration, producing resources in conjunction with teachers to aid literacy and learning.

www.ffilmcymruwales.com

British Film Institute (BFI) is the lead body for film in the UK. They award Lottery funding to film production, distribution, education, audience development, market intelligence and research. www.bfi.org.uk

BFI NET.WORK is a nationwide collaboration to develop filmmaking talent. They help new writers, directors and producers on the way to their first feature. <https://network.bfi.org.uk>

Wales Screen encourages film and television productions to use locations, crew and facilities throughout Wales. Part of the Welsh Government's Creative Industries Sector team, Wales Screen assists productions on a practical basis, ensuring their spend within the Welsh economy is maximised. www.businesswales.gov.wales/walescreen

INTO Film gives every young person aged 5 to 19 in the UK the chance to experience film creatively. They support teachers and educators in their use of film, offer extra-curricular film clubs, training and events across the UK. www.intofilm.org

BAFTA CYMRU: Celebrating the best of the TV and film industries in Wales, via the annual academy Cymru awards, supporting creative talent and operating a recognised festivals list, all backed by a creative industry membership. www.bafta.org/wales

PINEWOOD: Home to 70,000 sq ft of shooting space and 70,000 sq ft of mixed use production space. www.pinewoodgroup.com/our-studios/uk/pinewood-studio-wales

Contacts:

If you have any questions about FHW, please contact:

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